



Foreign Agricultural Service

**GAIN Report**

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## France

# Promotion Opportunities

## Annual

## 2002

Approved by:

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**U.S. Embassy**

Prepared by:

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### Report Highlights:

**This report highlights promotion activities in France for the period October 1, 2002 through September 30, 2003, including trade shows.**

**These activities feature promotion opportunities for the full range U.S. high value food products including gourmet and specialty foods.**

**STRGs will advertize and AGX will recruit for most of the trade shows listed with the support of FAS Paris and the trade show organizers.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Paris [FR1], FR

**Disclaimer:**

**The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.**

**Section 1. FAS/W Endorsed Trade Shows**

*Title of Event:* **Salon International de l'Alimentation (SIAL 2002)**  
*Date:* October 20-24, 2002  
*Venue:* Paris/Parc des Expositions Paris-Nord II - Villepinte  
*Organizer:* IMEX Management, Inc.  
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*Narrative:*

Held every two-years in the even year (2000, 2002), SIAL is the world's number one food products exhibition. It attracts importers and distributors (retail and food service) from the European Union, Eastern Europe, the Middle-East, Africa and Asia. This year, Paris, will welcoming the largest SIAL ever with 5,500 exhibitors from over 98 countries and is expecting more than 135,000 visitors. All food sectors will be represented at SIAL 2002. The U.S. and California Pavilions will a total of 108 exhibitors showcasing approximately 150 food products including gourmet/specialty foods.

Europe is an immense market for U.S. food and beverage products with about 374 million consumers in 15 countries. An increasing interest in American culture and its products, rising French incomes and changing lifestyles are fueling Europe's demand for American food products. In 2001, U.S. exports to the European Union were about \$6.3 billion.

**Section II. Other Trade Shows**

*Title of Event:* **SIRHA 10<sup>th</sup> International Food Trade Exhibition**  
*Date:* January 25-29, 2003  
*Venue:* Parc des Expositions - Lyon, France  
*Organizer:* SEPELCOM  
Contact: Marie-Odile Fondeur  
Tel: (33-4) 72 22 3255  
Fax: (33-4) 72 22 3218  
Email: [mofondeur@sepelcom.com](mailto:mofondeur@sepelcom.com)  
Internet: [www.sirha.com](http://www.sirha.com)

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*Narrative:*

SIRHA takes place every two years in the odd year. It is an international exhibition for the Hotel/Restaurant and food service industry with 173,000 visitors (including 6,325 foreign visitors) and 1,500 exhibitors (including 228 foreign exhibitors from five continents). The show organizer with assistance of AgParis will recruit U.S. exhibitors to participate in the 2003 show. Participants will need to offer cooking demonstrations as the show is known for "hands on-how to" demonstrations and Chef competitions. AgParis plans to have an information booth to distribute materials on services offered by the Foreign Agricultural Service.

In France, the food service sector represents \$51.4 billion market serving more than 7 billion meals per year outside the home. The food service sector is a highly competitive market offering opportunities for a variety of reasonably-priced, high quality and innovative U.S. products and ingredients such as frozen prepared meals, single portion packaged foods, alcoholic beverages, ethnic foods and fish. Experts predict that this market will grow at a rate of at least five percent per year in the next few years as new lifestyles take hold in France.

**Best products for this show include:** Cakes/cookies, fish/seafood (frozen and prepared), ingredients, Cajun foods, jams and jellies, honey, gourmet/specialty foods and ingredients and wine.

*Title of Event:* **EXPOZOO**  
*Date:* March 23-25, 2003  
*Venue:* Paris/Parc des Expositions Paris Nord II - Villepinte  
*Organizer:* BEPP  
Contact: Veronique Oury  
Email: [veronique.oury@europ-expo.com](mailto:veronique.oury@europ-expo.com)  
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*Narrative:*

EXPOZOO takes place every two years in the odd year. As a result of the pet food and pet products trade mission to France which took place in May 2002, Post expects that some U.S. pet food & pet supplement companies will participate in the 2003 show. In 2001, 17 U.S. companies exhibited, 4 of which carried pet food products.

The pet food market in France is a promising one (\$2.3 millions in 2001) growing more than 3% per year (9% in the specialized distribution) over the past few years. It may well be the largest market in Europe with the highest cat & dog population of the continent (18 millions). The dry food products now out sell wet food products. The premium grade food category is growing compared to regular grade food, and the pet snack sector has expanded in recent years. High end quality American products may be sold in France (and in Europe) provided they respect E.U. regulations. The specialized food sector benefits from the premium grade sales, as supermarkets tend to give these products the most shelf space.

*Title of Event:* **WORLD ETHNIC & SPECIALTY FOOD SHOW**  
*Date:* June 3-4, 2003  
*Venue:* Parc des Expositions/Paris/Porte de Versailles  
*Organizer:* ALGODOAL  
Contact: Antoine Bonnel  
Tel: (33-1) 45 23 8111  
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**Title of Event:** AGRICULTURAL PRODUCTION SHOW (SPACE 2003)  
**Date:** September 16-19, 2003  
**Venue:** Rennes, Aéroport Parc des Expositions - France  
**Organizer:** SPACE  
Contact: P. Kerdraon  
Tel: (33-2) 23 48 2880  
Fax: (33-2) 23 48 2881  
Email: [info@space.fr](mailto:info@space.fr)  
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**Narrative:**

SPACE is an international breeding show including stockbreeding equipment, animal feed, nutritional additives, and genetics. In 2002, the show attracted 1,500 exhibitors and over 110,000 visitors from all over the world mainly dairy and beef producers, poultry and pig breeders.

**Title of Event:** NATEXPO

**Date:** October 18-20, 2003  
**Venue:** Parc des Expositions, Paris/Porte de Versailles  
**Organizer:** COMEXPO  
Contact: David Puget  
Tel: (33-1) 49 09 6068  
Fax: (33-1) 49 09 6003  
Email: [info@comexpo-paris.com](mailto:info@comexpo-paris.com)  
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**Narrative:**

NATEXPO is an international health/dietetic and organic food show that takes place every two years in the odd years. In 2001, there were 350 exhibitors (43 percent international). In 2001, 7,000 professional visitors visited the show including 80 percent from France and Europe and 20 percent from outside the EU. Visitors to NATEXPO are pharmacy buyers, supermarket and food service

buyers, importers/distributors, retail shop owners and manufacturers.

In France, a growing awareness of the benefits of a nutritional, well-balanced diet, along with other environmental concerns have increased the demand for health foods and supplements. The French market for food supplements is estimated to be between \$337-464 million and is currently experiencing ten percent annual growth. Organic food sector is also growing rapidly. French demand far exceeds domestic production. The organic sector is are expected to reach \$2.5 billion in sales by 2003.

**Best products for this show include:** Food supplements, organic processed foods and ingredients.

### Section III. Buyers' Delegations

*Title of Activity:* **KOSHERFEST**  
*Date:* November 3-7, 2002  
*Venue:* Secaucus, New Jersey - New York  
*Organizer:* FAS Paris/FoodExportUSA/New York Department of Agriculture

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*Narrative:*  
Post has recruited a buyers delegation to the Kosherfest Food Show (Nov.3, 2002 to Nov.7, 2002.) FoodExportUSA will pay the fees (tickets, hotel and per diem) for 8 selected buyers. The mission consists of one-on-one meetings with American kosher food suppliers, a visit to the Kosherfest Trade Show, and site visits to some kosher supermarkets and specialized outlets in the New York area.

*Title of Activity:* **FMI/USFES BUYING MISSION**  
*Date:* May 4-6, 2003  
*Venue:* Chicago - McCormick Place

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*Narative:*  
Post will recruit a buyers delegation to the combined FMI-U.S. Food Export Showcase and Fancy

Food Show in Chicago. Considering the difficulties in recruiting buyers for the FMI/USFES in previous years, we are focusing our recruitment on buyers from the gourmet/specialty food sector.

*Title of Activity:* **NATIONAL RESTAURANT ASSOCIATION (NRA)  
BUYERS MISSION**

*Date:* May 17-20, 2003

*Venue:* Chicago, IL  
McCormick Place

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*Narrative:*

Post will try to recruit a buyers delegation for this major American Food Service Trade Show.

#### **Section IV. Other Promotional Activities**

*Title of Activity:* **AUCHAN PROMOTIONS**

*Venue:* Throughout France

*USDA Contacts:*

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*Narrative:*

To further establish and build a relationship with the Auchan supermarket group's central buying office a medium-to-long term pre-selection of U.S. products and exporters is being made by the IMG group in support of in-store promotions in their 457 stores throughout France.

*Title of Activity:*       **GOURMET SALES MISSION**  
*Date:*                    April 2003  
*Venue:*                  Paris, France

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*Narrative:*

Post with support of the National Association Specialty Food Trade (NASFT) will organize a showcase of gourmet food products, for gourmet stores, and buyers from the retail and food service sectors.